

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

OUR OWN CUSTOM MADE UPHOLSTERED FURNITURE--THE BEST IN THE WORLD BY ACTUAL TEST--IS A SUPERB

FEATURE OF THE GREAT AUGUST FURNITURE SALE

MUCH of the upholstered furniture we sell is made in our own workrooms by our own people.

We have given this class of furniture a great deal of study. We brought some of the finest overstuffed pieces from Europe, particularly from England, and when we ripped them open we found them as excellent as they are reputed to be, but not as good as the pieces we ourselves made.

This overstuffed furniture of ours is of the custom-made type, as distinct from the factory-made kind.

Everything that goes into it is of the best kind—webbing, springs, twine and fillings. The only fillings we use are clean, curled hair and down—no tow, moss or trash; and the workmanship is careful to extremes.

We can sell this custom-made furniture for a great deal less than we would have to charge for the same class of goods if we had to buy them from somebody else.

In other words, no furniture that would come anywhere near it in quality could be sold for so little. A saving of even 10 per cent on this furniture means more than an apparent saving of twice as much on the kind that is not nearly as good.



We believe we are justified in calling this the finest upholstered furniture in the world.

We always have frames in stock and are ready to make davenport and other overstuffed pieces in any style and any coverings desired.

The collection on the Fifth Floor will speak for itself in contrast with anything of the kind in this country.

Prices begin at \$155 for sofas, \$90 for lounging chairs, \$75 for winged chairs.

Some Fine Individual Pieces

\$292 for an overstuffed davenport with loose cushion-seats, and pillow backs covered with plain fawn-colored velour.

\$356 for an overstuffed davenport with loose cushion seat, covered with figured mulberry velour.

\$270 for an overstuffed davenport with loose cushion seat, covered with plain mulberry mohair plush.

\$342 for an overstuffed davenport with loose cushion seats, covered with black and gold figured damask.

\$350 for an overstuffed davenport with loose cushion seats, covered with figured mohair plush.

\$88.50 for an overstuffed lounging chair with loose cushion seats, covered with figured satin.
\$90 for an overstuffed easy chair, Queen Anne design, covered with striped damask.

\$135 for an overstuffed easy chair with ball and claw feet, and covered with fine all-wool tapestry.

\$141 for an overstuffed easy chair with loose cushion seat and covered with figured fawn-colored velour.

\$112 for a high-back Queen Anne hall chair, covered with wool tapestry.

\$130 for a Queen Anne wing chair, covered with figured blue velour.

\$135 for a Chippendale wing chair, covered with linen in Japanese design.

Large, new replenishments are coming in daily—especially of bedroom furniture—to insure fullness of variety and opportunity every day.

There They Are, the Pretty Cows Coming Down the Roadway

at the foothills of the Allegheny Mountains—Holsteins, Durhams and Alderneys.

Standing on the bridge over the Creek, close by the mineral springs, one seems to be looking at a real Troyon cattle painting, true to life.

The old colored man, with an Uncle Remus face, the master keeper of the herd, is leading his flock away from the sun-parched fields to the fresher pasture grounds. He says he "bees gittin' old," but his fine, big benevolent eyes keep close watch on each member of his four-footed, long-eared family, and he talks to them, calling their names.

The same old handsome Holstein cow is still the leader, heading the seventeen cows, who, dumb as they are, nearly always follow.

The other morning one of the handsome black beauties lingered behind for some time. Old Billy hobbled up to her and said, "Bessie, what's you about anyhow; 'ees you 'spectin' anybody? Ain't you 'shamed? Yure jist a bad old girl."

Blessings on our caretakers, be they black or white, who are doing their best to help us along safely.

(Signed) *John Wanamaker*

August 14, 1919.

Women's Georgette Frocks Prices \$22.50 to \$42.50

Scores of new things between these prices are in—mostly navy and black, and of the straight-lined order, but outside of these limitations very varied affairs. There are sashed and beaded and braided styles; with long sleeves which are almost always transparent and interesting, and the dresses are altogether exceedingly timely.



Prices \$22.50 to \$42.50.
(First Floor, Central)

New Fashions Are Coming Daily Into the Young Women's Salon

So many new things that one is fairly bewildered, and they are, by all odds, the prettiest styles seen for many a long day.

New Fall Suits just arrived are some of the smartest tailored models, made of mannish fabrics, silk braid bound and cut along the severe lines that so many girls and women have found to be the most becoming. They are wonderfully good looking.

Lovely velour and duvetyne suits are a bit more frivolous, but none the less charming. They show the new blouse panel in the back, long side panels, sometimes fur trimmed, and a number are provided with a fetching little fur neckpiece. Rows of buttons are frequently used as trimming. Collars are high in a few instances.

(Second Floor, Chestnut)

The prices go from \$85 to \$130 for 14 to 20 year sizes.

New Serge Dresses in dark blue, the one kind of frock that is almost indispensable for in-between seasons. Some of the newest styles have buttons down the back from collar to hem. Some are bloused at the waistline and there is nearly always a touch of effective embroidery. Sizes 14 to 20 years, \$55 and \$65.

New Satin Dresses, one of the prettiest has an overskirt of long silk fringe, another has ruffles edged with silk gimp. Silk or wool embroidery adds much to their attractiveness. There are many, many uses for such satin frocks in the near future. \$85 to \$130 are the prices, 14 to 20 year sizes.

Women's Distinguished Autumn Coats, Fur-Trimmed

Rich, delightful garments of evora, tinseltone evora and the new palonche cloths, with collars, cuffs and sometimes pockets of fur-beaver or Hudson seal (seal dyed muskrat).

The styles are many—hardly two garments being the same, except for the general effect of straightness, and the colors are overseas blue, navy, hay, mocha, brown and taupe shades. The linings of printed crepe de chine and plaid taffeta harmonize charmingly with the outides.

Prices are \$250 to \$300.
(First Floor, Central)



Women's Fall Oxfords in a Brogue Style

Made of mahogany color Norwegian calfskin, with shapely toes, long wing tips, perforations and low, broad heels.

A style that our New York store can scarcely get enough of. Price \$9 a pair, which is very, very moderate for such shoes.

(First Floor, Market)

American Lady Corsets

Pink coutil model, with band of elastic across the top, light boning, price \$2.

Low bust model of pink batiste, with long skirt and cleared hip, \$2.50.

A very low bust model, well boned, made of pink batiste, \$3.

A pink figured broche corset, very low in the bust, \$3.50.

An elastic top model of pink coutil, \$3.50.

A strong white coutil with long front steel and bones over abdomen, \$5.

A pink broche with low bust and long hips, \$5.
(Third Floor, Chestnut)

Children's Stockings Specially Priced

25c for dark tan ribbed cotton, "seconds"; a saving of 10c a pair. 35c, three pair for \$1, for black and white fine ribbed mercerized hile, "seconds"; a little over half price.

\$1 for full-fashioned white thread silk "seconds." Sizes for girls of 10 to 15 years, which means that small women can wear them and save a third to a half.

(First Floor, Market)

Camisoles

Ever so many styles—some of washable silks, some of Georgette crepe, a few with real lace and nearly all flesh-colored. Prices are \$1 to \$13.50.

Dark camisoles of navy-blue silk, \$1.85 to \$2.50; of black silk, \$1.85 to \$2.25.
(Third Floor, Central)

New Artistic Needlework

New models for lunch cloths, jollies, scarfs, table covers and sofa pillows may be seen tomorrow in the Art Needlework Store—new cross-stitch, French knot and lazy-daisy designs among the lunch-table appointments, and new designs among the satin velour and felt pillows and scarfs.

Prices for the stamped material to make similar luncheon sets start at \$2 for the cross-stitch cover and four napkins and \$1.25 for a butterfly, cover and four napkins.

Velour pillows are \$3.50. Velour scarfs, \$4.50. Satin pillows, \$2.75. Satin scarfs, \$3.50. Felt scarfs and covers, each, \$3.50.

A bedspread and bolster cover stamped for a loose, effective cross-stitch design is \$7.50.
(Second Floor, Central)

Fringe Hair Nets, 20c Each

or \$2.20 a dozen. They are real hair and strong double mesh. In light, medium and dark brown and the regular size.
(Main Floor, Central)

Booth Tarkington's New Story, Ramsey Milholland, \$1.50

Another story of the eternal boy—this time grown up and man enough to face the Big Reality.

It is the story of a girl, too. A novel as typical of American life as "The Magnificent Ambersons."
(Main Floor, Thirteenth)

Not Too Late for Violets and Lilacs

You would think the real flowers were still blooming when you smell the bottled fragrance of Queen Mary violet or lilac flower perfume.

These are the two most popular odors in Queen Mary toilet waters and they are put up in convenient sizes for travelers at 60c a bottle, and so on up to a quart size at \$3.75 a bottle.
(Main Floor, Chestnut)

Bicycles for Every One

Men, women, boys and girls—all can find wheels to suit them among this large assortment. Choose from black and white or red and white finish, and each bicycle equipped with coaster brake, front and rear mud guards, tool bag and tools.

Men's models, \$40. Women's models, \$42.50. Junior models, \$35.
(The Gallery, Juniper)

\$5 for a Man's Fine Shirt of Japanese Pongee

"Kyro cloth" is the name of this particular fabric, which is an excellent grade of pongee in the natural color.

We have about 300 fine soft-cuff negligee shirts made of it that we can sell for \$5 each, which is a low price for a shirt of such quality.

Still Plenty of the Silk Shirts Selling Specially at \$6.50

These are the shirts we had made up of some fine Japanese habutai that came into our possession at much less than market rate.

They are in an unusually beautiful lot of striped designs and are well made and generously cut. The material alone is worth more than we are asking for the shirts.

Woven Madras Shirts at \$2.15

When you consider that you can scarcely buy any printed madras shirts for this low price today, you get some idea of what an opportunity this is.

Splendid soft-cuff shirts in a good variety of designs and colors.
(Main Floor, Market)

Men's "Club Stripe" Neckties of Fine Silk Rep at \$1

All well-dressed men know and admire what is known as the "club stripe" or "regimental stripe" tie. It originated in England among men who wanted the colors of their regiments or their clubs in their scarfs.

Getting some pieces of fine silk rep at a special price, we had an American maker copy a lot of the broad diagonal club stripes in various colors. The result is that we can sell for \$1 each a little lot of ties that would ordinarily be twice this price.
(Main Floor, Market)

Men's Leghorn Hats—\$3 Exactly Half Price

For \$3 you may have your choice of any leghorn hat in the Men's Hat Store. All have been double this price.

There are Alpine and telescope shapes to choose from and these soft straw hats are very comfortable.
(Main Floor, Market)

Fine, New \$15 Norfolk Suits for the Boys

Many a boy needs to have his Summer wardrobe freshened up just now, especially boys going away, for which reason this new arrival of suits is of timely interest.

They are made of fancy mixed gray wool crashes in the proper weight and weave for average summer days and wearable right into the Fall season.

In sizes for boys of 8 to 18 years. Price \$15. Other Norfolk style suits in a good choice of colors and patterns at \$18, \$20 and up to \$35.
(Second Floor, Central)

Overnight Cases Aplenty Just When They're Needed

The assortment includes black enamel cases, with cretonne or silk linings and fine black grain leather with silk linings. The better cases have pockets in the lid and sides.

Sizes are from 16 to 24 inch. Prices start at \$7.50 for a cretonne lined case of black enamel fabric, and go to \$35 for one of fine black leather, lined with colored silk.
(Main Floor, Chestnut)

Domestic Rug Prices That Are Refreshing

in the face of the constant advance and at a time when good rugs are so much in demand.

Tapestry Brussels Rugs

6x9 ft., \$16.50. 9x12 ft., \$22.50. 8.3x10.6 ft., \$31.50.

Body Brussels Rugs

9x12 ft., \$57. 8.3x10.6 ft., \$45 and \$52.

Axminster Rugs

9x12 ft., \$39, \$42.50, \$52.50 and \$58.50. 8.3x10.6 ft., \$37.50 and \$48.50. 6x9 ft., \$23.50, \$28 and \$31.
(Seventh Floor, Chestnut)

Last Day to Get the Week-End Candy

To take home or to give to a hostess, two reasonable kinds are—Snappy taffies, which are oblong bars just hard enough to crunch pleasantly and having the same flavors that have made salt-water taffy so popular. They are 60c a pound.

Sea foam kisses, which melt in the mouth and are all the more delicious for a sprinkling of nuts in them. Also 60c a pound.
(Candy Store, Down Stairs, Chestnut)

In the August Bedding Sale Economy Is Based on Quality

People who begin to economize in bedding had better be careful—not that there is no good bedding at low prices, but that so much low-priced bedding is purposely skimmed or curtailed in quality to meet a seeming reduction.

All the bedding in our half-yearly sale is of the standard kind we sell all through the year. The only change made is in the prices.

If ever you see bedding that seems to be the same as ours, but marked lower, you will invariably find that in some particular it is inferior to ours, through a curtailment of size or the use of inferior materials.

There is no excuse for buying doubtful bedding while bedding of undoubted quality is going in this Sale in unstinted choice at actual reductions from our regular prices.

This applies to all mattresses, pillows, bolsters and springs in our stock.
(Sixth Floor, Chestnut)